

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1-42. (Canceled)

Kindly add the following new claims:

43. (New) A system for carrying out an on-line group-buying sale of an item, the system comprising:

a/
an e-commerce data processing system configured to provide the on-line group-buying sale of an item, the sale of the item associated with a price curve defined by prices of the item with respect to quantities of the item and a value curve defined by values of a non-price attribute of the item and quantities of the item, wherein the value of the non-price attribute of the item increases as more buyers make offers in the on-line group-buying sale;

a buyer data processing system coupled to the e-commerce data processing system configured to receive buyer offers in the on-line group-buying sale of the item and to transmit the buyer offers to the e-commerce data processing system; and

a module configured to determine the price of the item in the on-line group buying sale responsive to buyer offers and the price curve.

44. (New) The system of claim 43 wherein the price of the item stays constant as the quantity of buyer offers increases.

45. (New) The system of claim 43 wherein the non-price attribute of the item comprises an interest rate.

46. (New) The system of claim 43 wherein the item comprises a security interest.

47. (New) The system of claim 43 wherein the non-price attribute of the item comprises benefits associated with the item.

48. (New) The system of claim 43 wherein the sale of the item is further associated with an ignore curve defined by prices of the item with respect to quantities of the item; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

49. (New) The system of claim 43 wherein the buyer offer comprises an offer to purchase the item at a specific price and a specific value of the non-price attribute of the item.

W 50. (New) The system of claim 49 wherein the sale of the item is further associated with an ignore curve defined by values of the non-price attribute of the item and quantities of the items; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

51. (New) A computer-implemented process for carrying out an on-line group-buying sale of an item, the process comprising the steps of:

providing the on-line group-buying sale of an item, the sale of the item associated with a price curve defined by prices of the item with respect to quantities of the item and a value curve defined by values of a non-price attribute of the item with respect to quantities of the item, wherein the value of the non-price attribute of the item increases as more buyers make offers in the on-line group-buying sale;

receiving buyer offers in the on-line group-buying sale of the item;

transmitting the buyer offers to an e-commerce data processing system; and
determining the value of the non-price attribute of the item in response to buyer offers
and the value curve.

52. (New) The method of claim 51 wherein the price of the item stays constant as the quantity of buyer offers increases.

53. (New) The method of claim 51 wherein the non-price attribute of the item comprises an interest rate.

54. (New) The method of claim 51 wherein the item comprises a security interest.

55. (New) The method of claim 51 wherein the non-price attribute of the item comprises benefits associated with the item.

a/ 56. (New) The method of claim 51 further comprising:
providing the on-line group buying sale of an item, the sale of the item associated with an ignore curve defined by prices of the item with respect to quantities of the item; and
excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

57. (New) The method of claim 51 wherein the buyer offer comprises an offer to purchase the item at a specific price and a specific value of the non-price attribute of the item.

58. (New) The method of claim 57 further comprising:
providing the on-line group buying sale of an item, the sale of the item associated with an ignore curve defined by values of the non-price attribute of the item with respect to quantities of the item; and

excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

59. (New) A system for carrying out an on-line group-buying sale of a featured item, the system comprising:

an e-commerce data processing system configured to provide the on-line group-buying sale of a featured item and an incentive item, the sale of the featured item and the incentive item associated with a price curve defined by prices of the featured item with respect to quantities of the featured item and a value curve defined by values of the incentive item with respect to quantities of the featured item, wherein the incentive item is provided to a buyer if the buyer buys the featured item, and wherein the value of the incentive item increases as more buyers make offers in the on-line group-buying sale;

a buyer data processing system coupled to the e-commerce data processing system configured to receive buyer offers in the on-line group-buying sale of the featured item, and to transmit the buyer offers to the e-commerce data processing system; and

a module configured to determine the price of the featured item in the on-line group buying sale responsive to buyer offers and the price curve.

60. (New) The system of claim 59 wherein the price of the featured item stays constant as the quantity of buyer offers increases.

61. (New) The system of claim 59 wherein the incentive item is unrelated to the featured item.

62. (New) The system of claim 59 wherein the value of the incentive item increases by comprising additional goods or services to the incentive item.

63. (New) The system of claim 59 wherein the sale of the item is further associated with an ignore curve defined by prices of the featured item with respect to quantities of featured items sold; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

64. (New) The system of claim 59 wherein a buyer offer comprises an offer to purchase the featured item at a specific price and a specific value of the incentive item.

65. (New) The system of claim 64 wherein the sale of the item is further associated with an ignore curve defined by values of the incentive item with respect to quantities of the featured items sold; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

66. (New) A method for carrying out an on-line group-buying sale of a featured item, the method comprising the steps of:

providing an on-line group-buying sale for a featured item and an incentive item

wherein the incentive item is provided to a buyer if the buyer buys the featured item;

specifying for the sale a price curve defined by prices of the featured item with respect

to quantities of the featured item and a value curve defined by values of the incentive item with respect to quantities of the featured item, wherein the value of the incentive item increases as more buyers make offers in the on-line group-buying sale;

receiving buyer offers in the on-line group-buying sale of the featured item;
transmitting the buyer offers to the e-commerce data processing system; and
determining the non-price value of the incentive item responsive to the buyer
offers and the value curve.

67. (New) The method of claim 66 wherein the price of the featured item stays
constant as the quantity of buyer offers increases.

68. (New) The method of claim 66 wherein the incentive item is unrelated to the
featured item.

69. (New) The method of claim 66 wherein the value of the incentive item increases
as more buyers make offers in the on-line group-buying sale by adding goods or services to the
incentive item.

70. (New) The method of claim 66 further comprising:
specifying an ignore curve defined by a price of the featured item and a quantity of
featured items sold; and
excluding a buyer offer from the on-line group buying sale responsive to the ignore
curve.

71. (New) The method of claim 66 wherein a buyer offer comprises an offer to
purchase the featured item at a specific price and a specific value of the incentive item.

72. (New) The method of claim 71, further comprising:
specifying an ignore curve defined by a value of the incentive and a quantity of
featured items sold; and

excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

73. (New) A computer-implemented process for carrying out an on-line group-buying sale of an item, the process comprising the steps of:

providing the on-line group-buying sale of an item, the item including a price and a non-price attribute, wherein the price of the item changes as more buyers make offers in the on-line group buying sale and wherein the value of the non-price attribute increases as more buyers make offers in the on-line group-buying sale;

receiving buyer offers in the on-line group-buying sale of the item;

transmitting the buyer offers to an e-commerce data processing system;

determining the value of the non-price attribute of the item responsive to buyer offers;

and

determining the price of the item responsive to buyer offers.

74. (New) The method of claim 73 further comprising

specifying a value curve defined by value of the non-price attribute of the item and quantities of the items; and

determining the value of the non-price attribute responsive to the value curve and buyer offers.

75. (New) The method of claim 72 wherein the price of the item decreases and the value of the incentive item increases as the quantity of buyer offers increases.

76. (New) The method of claim 72 wherein the price of the item stays constant as the quantity of buyer offers increases.

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77. (New) The method of claim 72 wherein the value of the incentive item increases as the quantity of buyer offers increases.
